

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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Wholesale Distributor Stocks of Specified Canned Foods

Distributors' stocks of 30 canned food items on January 1, 1954, totaled 42.7 million actual cases, a decrease of 6.8 million cases or 13.8 percent below inventories of the same items January 1, 1953, according to a report by the Bureau of the Census, U. S. Department of Commerce.

The report covers distributors' stocks of 14 canned vegetables, 11 canned fruits, and 5 canned juices.

Vegetables—Most canned vegetables covered in the report indicate considerable inventory declines from levels of a year ago. January 1 stocks of the three leading canned vegetables—corn, peas, and tomatoes—reflected declines of 15 to 26 percent below a year ago. The only "volume" canned vegetable reflecting an increase over

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USDA To Send Missions Abroad To Examine Barriers to Trade

The U. S. Department of Agriculture plans to send "missions" abroad soon to explore the possibilities of expanding international trade in agricultural commodities.

Suggestions for the general makeup of the groups, reflecting commodity and organizational interests in foreign trade, together with a general schedule and set of instructions, were approved recently by members of the USDA Foreign Agricultural Trade Advisory Committee.

Such a series of trade missions—one to Europe, one to Asia, and one to Latin America—was proposed by the President January 11 in his message to Congress on a farm program.

In carrying out the President's objective, USDA said, representatives going to each of these areas will be appointed as consultants to the Secretary of Agriculture.

As now planned by USDA, the missions would leave in early March and return in April. It is expected that agricultural leaders who go to Europe will separate after visiting England and France, with some going to the

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Virtues of Canned Foods

The housewife today boasts about her use of canned foods or other packaged items, whereas a generation ago she was prone to conceal that fact or apologize for it. Time was when a girl, to get her man, had to be a good kitchen cook and handy with a paring knife. In the modern home nowadays she is proud of the fact that she is smart enough to make full use of the time and labor saving assistance she gets from commercial packers.

That's what Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, reported to Ozark canners this week at their 46th annual convention. This story also was told by N.C.A. in press releases to 266 newspapers in the Ozark area, the national newspaper wire services, and the canning trade papers.

Reporting on a number of national surveys of canned foods usage, Dr. Stier said that more younger women use canned vegetables than older housewives: 44 percent of families where the wife was under 25; 39 percent where she was 25 to 35; and about 30 percent when past 35. With canned fruits the age factor was not as great, but slightly more of the younger housewives used them: about 26 percent of those under 35; about 23 percent of those older.

Dr. Stier reported from the most recent of these surveys, that conducted by the Crowell-Collier Publishing

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Mexican Farm Labor Program

Legislation to authorize the recruitment of Mexican nationals for agricultural work has been favorably reported by both the House and Senate Committees on Agriculture.

However, the House proposal, H. J. Res. 355, ran into a temporary stall when the House Rules Committee failed early this week to approve the bill for consideration by the House. It is expected that the Rules Committee will clear the measure within the next few days.

The companion bill, S. J. Res. 121, is expected to receive early action in the Senate.

Canning Industry Represented in Federal Subsistence Study

Two canners have been appointed by Herbert Hoover to the Task Force on Subsistence Services which is to study the organization of federal agencies engaged in providing subsistence services within the continental United States.

They are H. F. Krimendahl, president of Stokely-Van Camp, Inc., and 1940 President of the N.C.A., and Ollie E. Jones, executive vice president and director of Swift & Company. The task force will serve the second Commission on Organization of the Executive Branch of the Government.

Among the agencies involved in the task force's study are the Department of Defense, Veterans Administration, and Department of Health, Education, and Welfare.

The study will cover such problems as requirements, procurement, distribution, traffic, inspection, storage, warehousing, standards and specifications, research, development, ration systems, laundry and dry cleaning,

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RMA Vegetable Committee

The RMA Vegetable Research Advisory Committee, concluding a five-day meeting in Washington February 12, reiterated its recommendation of last year that industry and other agencies outside government be encouraged to assume more responsibility for specialized and applied research.

The committee was concerned with the possibility that acreage diverted from price-supported crops may result in increased vegetable production and lower prices to growers. It urged that research, educational, and marketing agencies devote special attention to the marketing of only the highest quality produce in order to stimulate the consumption of vegetables, to mitigate possible surpluses, and to give the housewife the most for her money.

In production research the top recommendations of the committee were

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STATISTICS

Supplies of Foods Generally High for First Half of 1954

Supplies of food for the first part of this year are generally high, according to a report by the Agricultural Marketing Service, USDA, on *The National Food Situation*.

More fresh and processed fruit, canned vegetables, potatoes, and sweet potatoes are on hand for consumption during the late winter and early spring than a year ago.

Also, the report says, there will be larger supplies of chicken, eggs, manufactured dairy products, and shortening; but somewhat less meat, fishery products, lard, and fresh vegetables.

Canned Fruits—Consumption of canned fruits in 1953 was maintained at the preceding year's rate of about 20 pounds a person. Total supplies were about as large as in 1952, with the smaller stocks at the beginning of the year being offset by a slight increase in production.

Supplies of fresh and processed fruits available for distribution in the first half of 1954 are a little larger than the total a year earlier and are reported to be sufficient to maintain civilian consumption of these commodities at a high rate until supplies from this year's crops and packs start to move to market in volume.

Total stocks of canned fruits at the beginning of the year were somewhat higher than on the same date in 1953, and cold storage stocks of frozen fruits, berries, and juices were up 27 percent. In addition, the processing of frozen citrus juices early in 1954 was at a substantially higher rate than a year earlier. About as much canned fruit juices will be available as last year. Stocks of canned juices on December 1, 1953, were moderately smaller than on the same date in 1952 because of the heavy movement of the 1953-54 pack into consumption channels.

Apparent Civilian Per Capita Consumption

Commodity	1953 1953 as a percentage of			
	Prelim. 1935-39	1947-49	1952	
	(pounds)	(percent)		
Vegetables:				
Canned.....	41.3	140	107	100
Frozen.....	5.1	1,275	176	100
Fresh.....	146.0	105	97	101
Fruits & Juices:				
Canned fruits...	20.3	137	112	100
Canned juices...	13.5	355	84	98
Frozen.....	6.3	788	197	97
Fresh fruits....	108.8	79	83	98
Dried fruits....	4.3	75	102	100
Meats, all.....	154.0	123	105	107
Poultry.....	36.9	170	124	98
Potatoes.....	105.0	82	94	107
Sweet potatoes...	7.6	36	62	113

Retail prices of most fresh and processed fruits through midyear are not expected to differ much from the average for the same part of 1953.

Canned Vegetables—Demand for canned vegetables was about as strong in 1953 as a year earlier. Consumption was at about the same rate as in the preceding two years—a little over 41 pounds per person.

The pack of all canned vegetables was slightly smaller than in 1952.

The record rate of 5 pounds of frozen vegetables, consumed per person in 1952, was maintained or perhaps even exceeded in 1953. Available data indicate that production was a record, considerably above the preceding year's pack.

Among the important frozen vegetables, the packs of asparagus, green peas and cut corn have been reported at new high record levels, substantially above 1952 levels. The early-season output of frozen spinach also was considerably larger than a year earlier.

Total stocks of frozen vegetables at the end of 1953 amounted to 695 million pounds, 30 percent more than at the close of 1952.

Wholesale Distributor Stocks

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a year ago was green and wax beans, up 11 percent.

January 1 stocks were above levels of a year earlier for only two other vegetables—tomato sauce and sauerkraut. The largest percentage decrease from a year ago was for pumpkin and squash.

Fruits—Distributors' stocks of canned peaches on January 1 were 23 percent below those of a year ago. Among other "volume" canned fruits, only pineapple also showed lower inventories this year than last, while stocks of applesauce, fruit cocktail, and pears were above year-ago levels.

Stocks of canned apples were off 18 percent and stocks of canned RSP cherries and plums and prunes were off 17 percent each.

Juices—Among the five juices covered in the report, citrus blends, grapefruit, and orange recorded increases over year-ago stocks. Tomato juice stocks were down 10 percent below January 1, 1953, and pineapple juice stocks decreased 14 percent.

Wholesale Distributor Stocks of Specified Canned Foods

(Including Warehouses of Retail Multiunit Organizations)

Commodity	—Canner Stocks—			—Distributor Stocks—		
	Jan. 1, 1953	Jan. 1, 1954	Per cent change from Jan. 1, 1953	Jan. 1, 1953	Jan. 1, 1954	Per cent change from Jan. 1, 1953
	(thousands of actual cases)			(thousands of actual cases)		
Vegetables:						
Beans, green and wax.....	7,401	9,625	+29	3,065	3,404	+11
Corn.....	20,299	23,702	+17	5,244	4,446	-15
Peas.....	14,858	17,051	+15	4,843	3,988	-18
Tomatoes.....	n.a.	n.a.	n.a.	4,665	3,467	-26
Catsup and chili sauce.....	n.a.	n.a.	n.a.	2,307	1,944	-16
Asparagus.....	n.a.	n.a.	n.a.	733	687	-6
Beans, lima.....	n.a.	n.a.	n.a.	860	724	-16
Beets.....	4,748	5,764	+21	1,255	1,193	-5
Carrots.....	1,883	1,891	+37	490	442	-10
Pumpkin and squash.....	n.a.	n.a.	n.a.	849	570	-33
Sauerkraut.....	n.a.	n.a.	n.a.	751	760	+1
Spinach.....	n.a.	n.a.	n.a.	788	696	-12
Tomato pulp or puree.....	n.a.	n.a.	n.a.	830	685	-17
Tomato sauce ^a	n.a.	n.a.	n.a.	500	622	+24
Fruits:						
Applesauce.....	4,803	4,877	+2	1,236	1,440	+17
Apricots.....	n.a.	n.a.	n.a.	868	792	-9
Cherries, RSP.....	1,254	1,547	+23	786	649	-17
Fruit cocktail ^b	n.a.	n.a.	n.a.	1,364	1,314	-4
Peaches.....	n.a.	n.a.	n.a.	4,431	3,430	-23
Pears.....	n.a.	n.a.	n.a.	1,668	1,146	-31
Pineapple ^c	10,215	12,214	+20	1,903	1,819	-4
Apples ^d	1,657	1,323	-20	609	500	-18
Cherries, sweet.....	n.a.	n.a.	n.a.	340	370	+9
Grapefruit segments ^e	1,679	1,654	-1	369	388	+5
Plums and prunes.....	n.a.	n.a.	n.a.	526	438	-17
Juices:						
Citrus blends ^f	564	867	+54	441	456	+3
Grapefruit ^g	816	1,128	+38	749	783	+5
Orange ^h	5,573	3,935	-29	1,121	1,290	+14
Pineapple ⁱ	5,800	7,422	+28	1,494	1,292	-14
Tomato ^j	n.a.	n.a.	n.a.	3,337	2,990	-10

n.a. Not available. ^a Canners stocks cover California only. ^b Includes fruit for salad and mixed fruit (except citrus). ^c Canners stocks cover California only. ^d Canners stocks cover Hawaii and the Philippines. ^e Canners stocks, basis 6/10. ^f Canners stocks cover Florida only. ^g Includes vegetable juice combinations containing at least 70 percent tomato juices.

Call for 1954 Directory Copy

Canners are asked to examine the questionnaire forms for the 1954 edition of the *Canners Directory*, to submit necessary information for the compilation of the *Directory*, and to return these forms to the Association promptly, in the self-addressed, post-paid envelopes provided.

It is calculated that an earlier publication of the *Directory* will greatly benefit the industry. It will mean that the *Directory* can be placed in the hands of brokers and other marketing outlets at a time that will facilitate year-round buying of canned foods.

As in past editions, the 1954 *Canners Directory* will list the name and main office address of each canning firm, location of factories operated by each firm in each state, and the canned food products packed by each firm within each state. Canners are asked to list the states and the cities and towns in which their canning plants are located, and to identify their products according to instructions in the questionnaire.

Canners also are asked to advise the Association of the existence or operation of any canning firm not listed in the 1953 *Directory*.

Federal Subsistence Study

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building maintenance, mass food service and preparation. It has been estimated that as much as \$6 billion in federal funds goes into these services annually.

The new Commission on Organization of the Executive Branch has specific authorization going beyond the assignment of the earlier Hoover Commission. The new Commission is directed to study the present organization and methods of all federal establishments (except Congress and the Judiciary) and to determine what changes are necessary "to promote economy, efficiency and improved service in the transaction of the public business."

Heading the Task Force on Subsistence Services is Joseph P. Binns of New York City, executive vice president of the Waldorf-Astoria Hotel and vice president of Hilton Hotels Corp. Other members are:

Vallee O. Appel, Chicago, vice president and director, Quartermaster As-

Information Letter Binders

A supply of binders for the INFORMATION LETTER has been obtained by the N.C.A. Members may receive copies from the N.C.A. for \$1.75 each postage prepaid.

sociation; George H. Coppens, Englewood, N. J., president, National Biscuit Co.; Andrew J. Crotty, Boston, president of Crotty Bros., Inc.; Albert B. Drake, Newark, N. J., president, Lehigh Warehouse & Transportation Co. of New Jersey; James McB. Garvey, Cincinnati, president, Garvey Brothers Co., Fort Myers, Fla.; John L. Hennessy, New York City, director of operations, Kirkeby Hotels, and president and director of J. L. Hennessy Associates, Inc., food consulting firm.

Also, Mr. Jones; John H. Kraft, Chicago, chairman of the board, Kraft Foods Company; Mr. Krimendahl; Joseph A. Lee, Greenwich, Conn., treasurer and director, American Institute of Baking; George M. Mardikian, San Francisco, restaurateur and now food consultant to the Quartermaster General; Perry M. Shoemaker, Summit, N. J., vice president of Lackawanna Railroad; and Gordon A. Stouffer, Cleveland, chairman of the board, Stouffer Corp., and president, Portersville Stainless Equipment Corp.

PERSONNEL

N.C.A. Staff Members Contribute to Book on Juices

A recently published book, *The Chemistry and Technology of Fruit and Vegetable Juice Production* by Tressler and Joslyn (Avi Publishing Co., New York), contains chapters written by three members of the N.C.A. Research Laboratories staff. These were among 21 such contributors in addition to the stated authors of the book, which replaces in the publisher's list an earlier edition, *Fruit and Vegetable Juices*, by Tressler, Joslyn, and Marsh, published in 1939.

The new edition contains a chapter on plant sanitation by E. S. Doyle of the Association's Berkeley Laboratory, one on tomato juice by C. A. Greenleaf of the Washington Laboratory, and one on quality control procedures by F. C. Lamb of the Berkeley Laboratory.

CONGRESS

Administration Farm Program

Hearings on the Administration's farm program are scheduled to start before the House Committee on Agriculture on March 10, according to an announcement by Chairman Clifford Hope. It is expected that Secretary Benson will be the first witness of the four-week long hearings.

Similar hearings are tentatively scheduled to start before the Senate Committee on Agriculture late next week with Secretary Benson again the first witness. The start of the Senate hearings may depend on completion of drafting and introduction of a bill to implement the President's farm recommendations.

FOREIGN TRADE

Tariffs in Mexican Free Zones

Various canned tomato products and canned peppers are added to the list of items subject to import duties in the Mexican free zone of Baja California and partial free zone of the State of Sonora, by a Ministry of Finance circular dated December 12, 1953.

The new items now subject to import duties, "for the reason that similar products are produced within the zones," are canned hot green peppers; canned sweet peppers; tomato juice, sauces, and pastes; canned whole or sliced tomatoes.

The action was reported in the February 15 issue of *Foreign Commerce Weekly*, official publication of the U. S. Department of Commerce.

PUBLICITY

American Home Magazine

"Take A Can of Peas" is the title of an article by Catherine Nissly, food editor, in the *American Home* magazine in February. The many canned foods featured in the "Take A Can of —" articles throughout past months have been reviewed in the INFORMATION LETTER.

The four recipes that Miss Nissly gives her readers are shown in color photographs. Along with peas, canned sweet potatoes, deviled ham, cream of celery soup, mushrooms, and pimiento are used in the recipes.

RMA Vegetable Committee

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to (1) expand research on the effects of insecticides, fungicides, and herbicides on soils, plants, and animals, with special attention to residues in or on the edible portions of vegetables and the effects on chemical composition and quality; (2) expand nematology research with vegetable crops to include determination of specific nematodes affecting specific crops in different regions, with work on chemical and biological control methods; and (3) initiate a comprehensive study of natural and synthetic antibiotics or systemic fungicides and bactericides as control material for plant diseases.

In utilization research the top recommendations were to initiate (1) a comprehensive, intensive study of the kinds and quantities of the chemical constituents of vegetables to establish a basis for understanding and controlling the factors that affect the quality of processed vegetable products; (2) a comprehensive study of the enzyme systems in various vegetables and their relation to biochemical changes that occur (both between harvest and processing, and during storage of underblanched frozen or dehydrated products) and (3) research to develop faster, improved methods for determining palatability of foods, to aid in the evaluation of the quality of vegetables as affected by agricultural chemicals.

In marketing research the top recommendations were to expand (1) work on prepackaging of fresh vegetables, (2) studies on refrigeration of fresh vegetables in transit, and (3) studies on development and evaluation of improved and cheaper shipping containers for vegetables.

In marketing service and educational work the top recommendations were for expansion of (1) development and use of basic production and marketing information, (2) wholesaler and retailer training in the merchandising of fresh produce, and (3) consumer education.

The committee named Joseph W. Robson, Robson Seed Farms, Hall, N. Y., and Russell H. Winters, The Larsen Company, Green Bay, Wis., chairman and vice chairman, respectively, of the group for the next two years.

Other committee members attending the meeting included Morton Adams, Alton Canning Co., Inc., Alton, N. Y.; J. F. Dezauche, Dezauche & Son, Inc., Opelousas, La.; and O. E. Snider, Blue Lake Packers, Inc., Salem, Ore.

Virtues of Canned Foods

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Company, based on interviews with 2,500 housewives in 68 communities ranging from 2,500 population to the largest cities, that "it seems obvious that in these younger years both time-saving and money-saving factors are important. Many of the young wives work; many are raising babies. These nutrition-wise young matrons have of necessity learned how to get maximum food value for their families at lowest cost of time and money."

"More than that," Dr. Stier stated, "it has been my observation that conversationally these young housewives are ready to concede and even to boast of their reliance on canned foods. They make a basic acceptance of the many virtues of canned foods—their economy, variety, nutrition, availability, time-saving, safety and convenience, but nowadays you also hear them talking about their extra virtue of fine quality. The young wife takes advantage of the fact that canned foods come into the kitchen prepared, ready for her to add her own personal touch, the imaginative fillip which establishes her as a good creative cook. She now associates canned foods with prestige and intelligence. Using them stamps her as a good manager and a smart housewife. She regards the cannery man as her kitchen helper; she lets him do the menial work—the peeling, the sorting, the cleaning.

"In short, she doesn't want anybody to think she is so stupid as to sacrifice hours to the heat and drudgery of kitchen chores, when she can buy all these services packaged up in the can," Dr. Stier concluded.

USDA Foreign Trade Missions

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northern countries and others to the southern countries of Europe. The southern group would visit countries of the Mediterranean area and several countries of the Near East. The Asian trip would begin with a visit to Japan and then continue to other Asian countries. The Latin American itinerary includes Mexico, Panama, Cuba, and South American countries.

USDA said that participants will be authorities on agricultural trade, representing such commodities as wheat, cotton, livestock, dairy products, soybeans, rice, fruit, and tobacco, and leaders of major trade and farm groups. The chief of each party, with the help of an executive secretary, will be responsible for preparing a report to the Secretary of Agriculture.

Members of the USDA Foreign Agricultural Trade Advisory Committee are:

Glen Boger, Lehigh Valley Cooperative Farmers, Pennsylvania; Homer L. Brinkley, National Council of Farmer Cooperatives; Read P. Dunn, National Cotton Council of America; J. B. Hutson, Tobacco Associates, Inc.; O. B. Jeanness, University of Minnesota; Allan B. Kline, American Farm Bureau Federation; Herschel D. Newsom, The National Grange; Mrs. Raymond Sayre, Ackworth, Iowa; J. A. Smith, Gwin, White & Prince, Seattle (alternate, Truman Nold, National Apple Institute); Donald Stevens, General Mills, Inc.; Romeo E. Short, Brinkley, Ark.; Jay Taylor, National Livestock and Meat Board; F. R. Wilcox, Sunkist Growers, California (alternate, Marvin H. Walker, Florida Citrus Commission).

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